



BLACK AFRICAN BEAUTIFUL

MAR 2024



BAAB Media Group kicks
off #GirlsWantFunds
Campaign pg.6



@BAABMEDIA



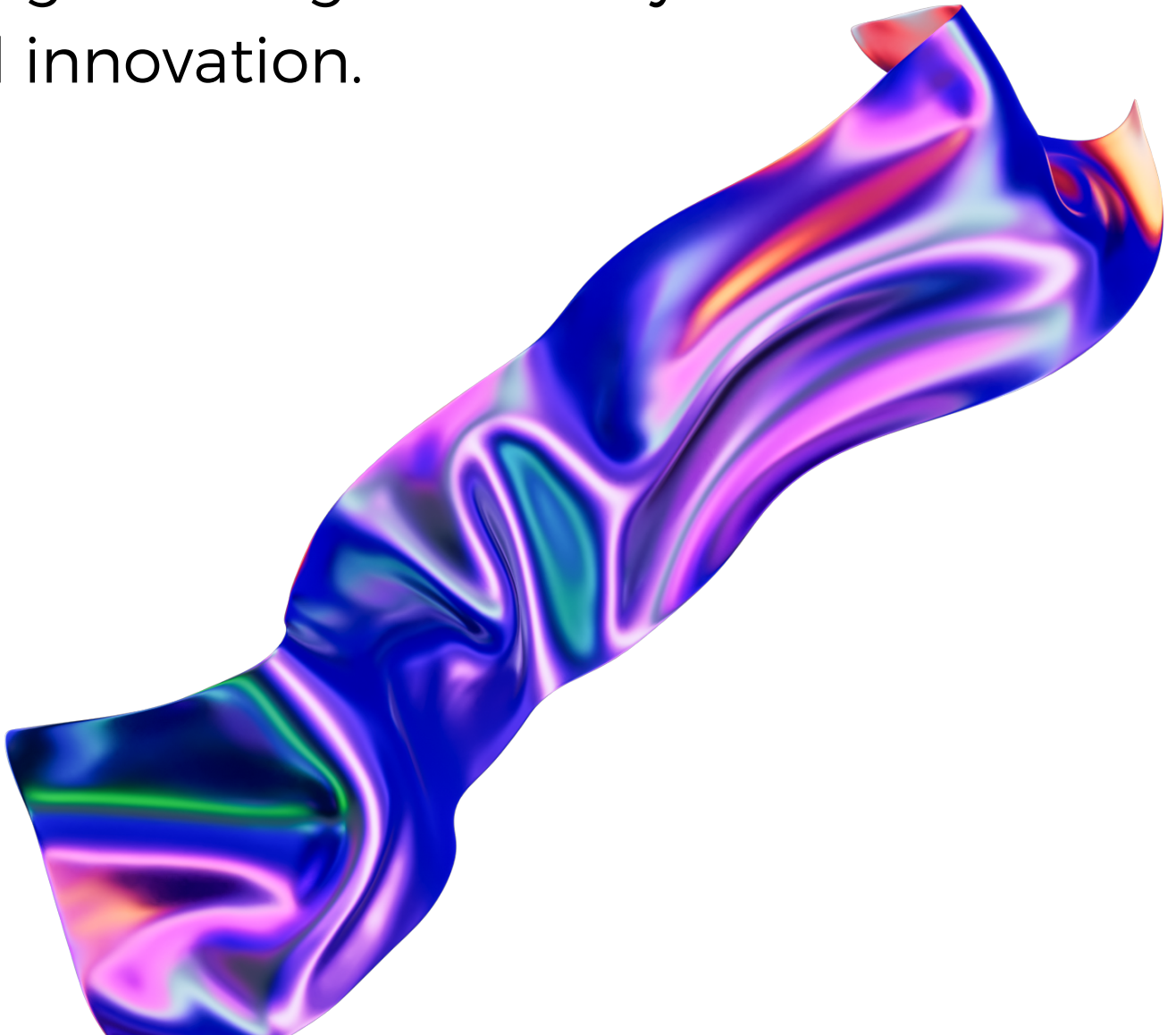
/BAABMEDIAGROUP



@BAABMEDIA

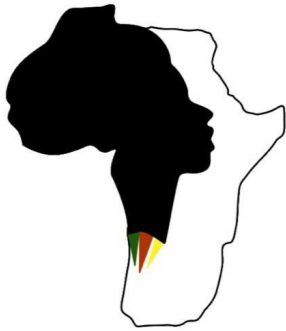
EXECUTIVE SUMMARY

BAAB Media Group, a black, youth, and women-owned digital marketing company, seeks to have growth and impact in 2024. The company's #GirlsWantFunds campaign seeks to raise R1M and give access to women and girls to digital literacy, excellence and innovation.



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OUR LOGO, OUR HERSTORY



BLACK AFRICAN
& BEAUTIFUL

Original logo concept 2015 designed and hand-drawn by Tshiamo Ramano which later was turned digital by SoyBoogie for our Tumblr blog known as Black African and Beautiful.



Version 2 of logo modernized by Hakeem Andersen in 2017 as company prepared registration and implementing full operations. The revision still keeps the essence of Africa and woman.



Version 3 of logo now known as BAAB Media Group is vibrant and relatable revised by Alexandra Valentina Nadia in 2019.



Version 4 of logo revised by Alexandra Valentina Nadia in celebration of 5 years of BAAB Media Group in 2023.

CREATIVE COMMONS LICENSE

YOUR BUSINESS MIGHT NOT BE IN DIGITAL BUT,
DIGITAL IS IN YOUR BUSINESS



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RAISING R1M

#GIRLSWANTFUNDS



In the era of automation, digital integration is no longer a luxury—it's a necessity. Whether your business operates primarily in the digital realm or not, the impact of digital technologies cannot be overstated. As we navigate the opportunities and challenges of the 2020s, embracing digital innovation is key to remaining competitive and relevant in an ever-changing landscape.

As we embark on this journey to secure funding for our ventures, we invite investors who share our vision to join us. Together, we can harness the power of digital transformation to drive meaningful change and create new opportunities for growth and success. If you're interested in supporting our mission, please reach out to us at editor@baabmedia.com or blackafricanandbeautiful@gmail.com. Your investment isn't just a financial contribution—it's a vote of confidence in the future of business and the limitless potential of women-led enterprises.

Join us as we champion diversity, innovation, and empowerment. Together, we can make [#GirlsWantFunds](#) more than just a campaign—it's a movement towards a more inclusive and prosperous tomorrow.

2024 MARCH ACHIEVEMENTS



HITTING THE 2000 SUBSCRIBERS MARK: BAAB MEDIA GROUP'S EPIC MILESTONE!



In the fast-paced world of online media, reaching milestones is not just a matter of numbers; it's a testament to the dedication and support of a community. We are thrilled to announce that BAAB Media Group has recently crossed the 2000 subscribers mark on our platform. This achievement signifies a significant milestone in our journey, one that we couldn't have reached without the unwavering support of our viewers and followers.

Reflecting on the Journey:

As we celebrate this milestone, it's essential to reflect on the journey that has led us to this point. BAAB Media Group was founded with a vision to create engaging and informative content that resonates with audiences across the globe. From our humble beginnings, we have grown steadily, thanks to the continuous support and feedback from our viewers.

Gratitude to Our Subscribers:

At BAAB Media Group, we understand the importance of our subscribers. Each subscription represents a vote of confidence in our content and a commitment to being a part of our community. We are immensely grateful to each and every one of our subscribers for their support and encouragement.



**BLACK
AFRICAN
BEAUTIFUL**





PURPOSE

BAAB Media Group is a black, youth and women-owned digital marketing company that generates traffic in over 27 countries in 4 continents. Our aim is to assist our users to understand the importance of digitisation in order to elevate and professionalize their brand through digital marketing.

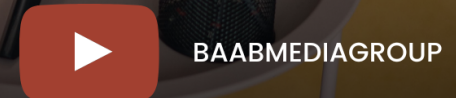
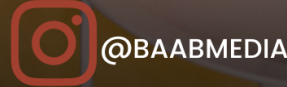
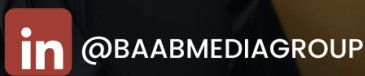
ZINTLE RAMANO
FOUNDER

TRANSFORMING YOUR DIGITAL STRATEGIES

BAAB MEDIA GROUP IS YOUR SOLUTION TO YOUR DIGITAL NEEDS.



Celebrating Milestones: BAAB Media Group Hits 2.5K Subscribers and 1.6M Views on YouTube!



Transforming businesses through tailored digital marketing solutions, BAAB Media Group specializes in empowering companies without an existing digital marketing department or struggling in-house strategies. With a client base spanning SMMEs, corporations, and NPOs in finance, public service, and technology sectors, our unique proposition lies in delivering cost-effective digital products and services that optimize efficiency and drive results. Leveraging the digital transformation sparked by the pandemic, we offer timely, high-quality solutions, underpinned by a rich understanding of technology evolution dating back to the 1st industrial revolution.



VISION 2030

OUR MISSION IS TO:

- **STRENGTHEN** OUR CLIENT AND BAAB RELATIONSHIP THROUGH ETHICAL MANAGEMENT STYLE AND RELIABLE SERVICE DELIVERY
- **PROMOTE** VALUABLE PROJECTS FROM OUR CLIENTS THROUGH A DIGITAL 1ST AND PERSONALIZATION EXPERIENCE
- **CREATE** INNOVATIVE QUALITY DIGITAL MARKETING SERVICES

TO ACHIEVE OUR MISSION WE HAVE DEVELOPED A SET OF GOALS AS A GUIDE:

PEOPLE: INSPIRING EACH BAAB EMPLOYEE TO BECOME BETTER VERSIONS OF THEMSELVES BY NURTURING AND DEVELOPING REQUIRED SKILLS MINDFULLY TO INSPIRE CREATIVITY

PORTFOLIO: TO DIVERSIFY OUR PORTFOLIO THROUGH MEANS OF GLOBALIZATION OF OUR ASSETS AND INVESTMENTS THROUGHOUT THE AFRICAN CONTINENT

PROFIT: MAXIMIZING LONG-TERM RETURN BY DELIVERING DIVERSE DIGITAL SERVICES FOR INVESTORS WHILE STAYING TRUE TO OUR CORE VALUES.

PRODUCTIVITY: BEING A HIGHLY EFFECTIVE AND ACCOUNTABLE COMPANY THROUGH RELIABLE SERVICE DELIVERY.

BAABMEDIA.COM

@BAABMEDIA

OUR SERVICES

WELCOME TO THE DIGITAL ECONOMY



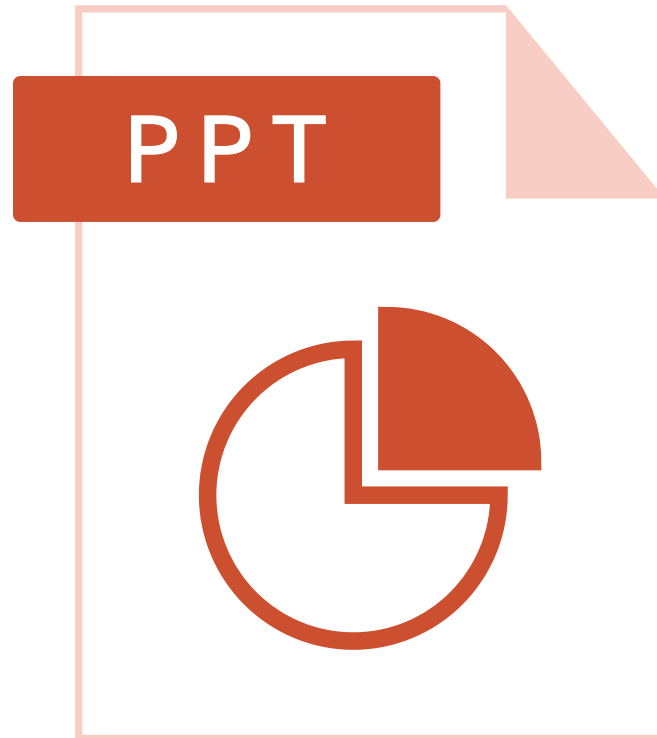


EMAIL MARKETING

THE CENTER OF YOUR BUSINESS

Email marketing is crucial for small businesses due to several reasons. Firstly, it is a cost-effective strategy, making it suitable for businesses with limited marketing budgets. Additionally, it enables direct communication between the business and its customers, fostering relationships and keeping customers informed. Moreover, email marketing has the potential to increase conversion rates by delivering personalized content and offers. It also aids in customer retention and loyalty through regular engagement and exclusive incentives. Furthermore, email marketing allows for targeted and personalized messaging by segmenting the subscriber list. It provides measurable results and analytics, enabling businesses to track performance and optimize campaigns. Automation features make email marketing scalable and efficient. Overall, email marketing is a versatile and valuable tool for small businesses to engage with customers, drive conversions, and cultivate long-term relationships.

Our email marketing service begins at R10 000 /month



PRESENTATION DESIGN

THE CENTER OF YOUR BUSINESS

Effective PowerPoint presentation design is essential in the business world for several reasons. Firstly, it enables clear and concise communication, allowing complex ideas and information to be conveyed in a straightforward manner. Secondly, it adds professionalism and enhances brand image by incorporating consistent visual elements that reflect the business's identity. Thirdly, it engages the audience through the use of visuals, such as images, charts, and diagrams, which help to simplify and reinforce the message. Moreover, well-designed presentations have a persuasive impact, influencing the audience's opinions and encouraging the desired actions. Additionally, PowerPoint presentations provide a structured format that organizes content logically, ensuring a smooth flow of information. Lastly, they save time by condensing information effectively, maximizing the use of presentation time. Overall, investing in well-designed PowerPoint presentations enables businesses to communicate effectively, strengthen their brand, and achieve their objectives.

Our Presentation Design service begins at R10 000



WEBSITE DESIGN

THE CENTER OF YOUR BUSINESS

Desktop-Only Version:

1. Design (Once-off):** R10,000
2. Development and Maintenance (Per annum):
R100,000
 - Monthly Cost: R8,300
3. Additional Services (Included):
 - Google or Facebook Ads
 - Google SEO
 - Analytics Report

Total Cost (Yearly):

- Design: R10,000 (Once-off)
- Development and Maintenance: R100,000 (Annually)

Payment Terms:

- 75% Deposit before work begins: $0.75 * (R10,000 + R100,000)$



WEBSITE DESIGN

THE CENTER OF YOUR BUSINESS

Desktop + Mobile Version:

1. Design (Once-off): R15,000
2. Development and Maintenance (Per annum): R80,000
 - Monthly Cost: R8,300
3. Additional Services (Included):
 - Google or Facebook Ads
 - Google SEO
 - Analytics Report

Total Cost (Yearly):

- Design: R15,000 (Once-off)
- Development and Maintenance: R80,000 (Annually)

Payment Terms:

- 75% Deposit before work begins: $0.75 * (R15,000 + R80,000)$

Remember, the total yearly cost includes both the once-off design fee and the annual development and maintenance fee. If you have any specific questions or need further clarification, feel free to ask!

SERVICES

APP DEVELOPMENT

Get a fully branded app.

Your Logo, Your Branding

Get complete app ownership with your (and only your) branding.

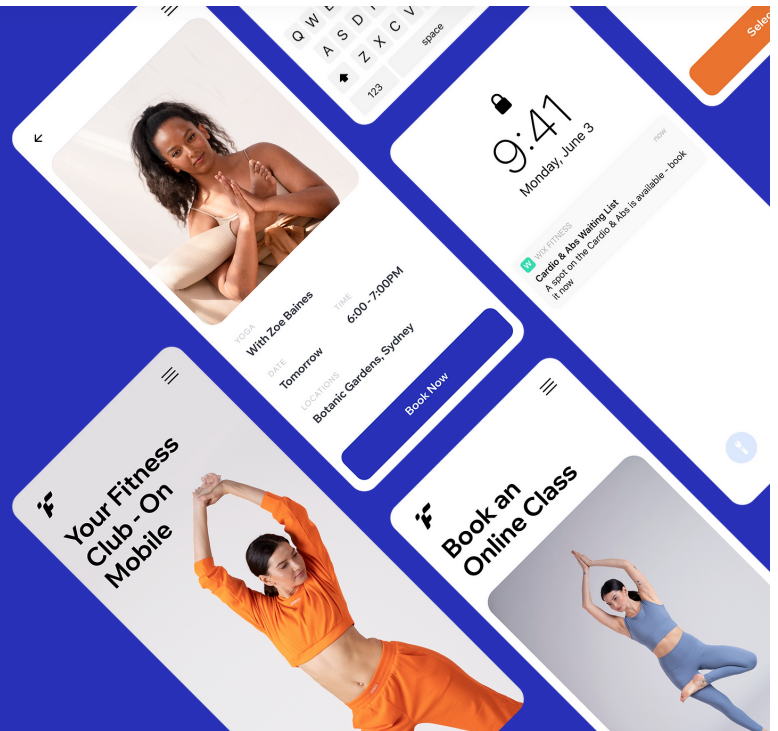
Total Creative Freedom

Design your app icon and customize the layout, look and feel to create the app you're looking for.

Deliver a powerful mobile experience for your customers

- Shop on the go and make bookings faster. [More info](#)
- Stay informed with notifications and updates
- Be a part of the conversation in Groups and Forums
- Read latest blogs and engage with other users
- Connect with your business directly via chat

Build Your App



Native for iOS and Android

Customers can download your app on the App Store and Google Play.

Grow with 100s of Business Solutions

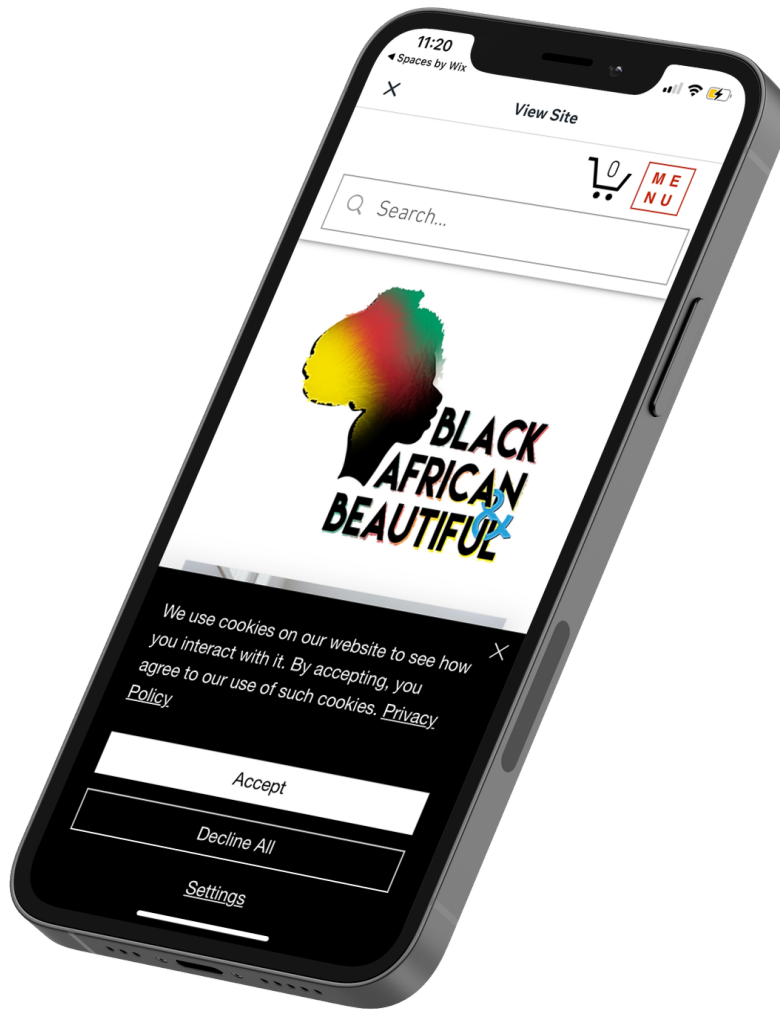
Your app and site activity are integrated in one centralized place.

Fully Synced with Your Website

Your site, dashboard and app activity are seamlessly integrated.

SERVICES

APP DEVELOPMENT



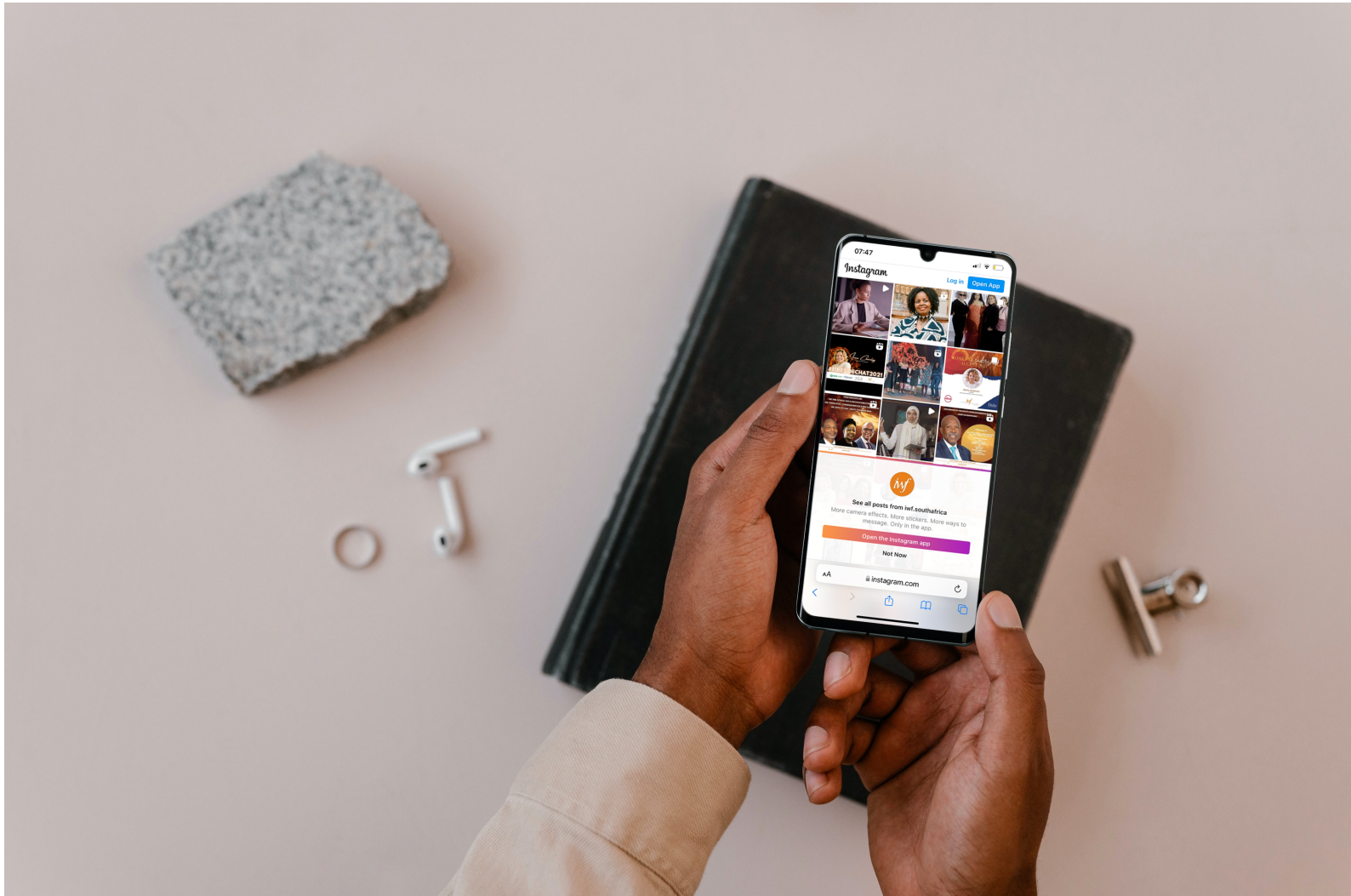
****NB Price quote does not include registration fee for Apple's App Store (from R1600 a year) and Google Play (R390 one time fee), or any additional fee that Google or Apple may charge. These fees are subject to change.***

The publication of your app is subject to the approval and requirements of Apple and Google.

This service is only available to clients who develop their website through BAAB Media Group.

SOCIAL MEDIA RATES

INSTAGRAM



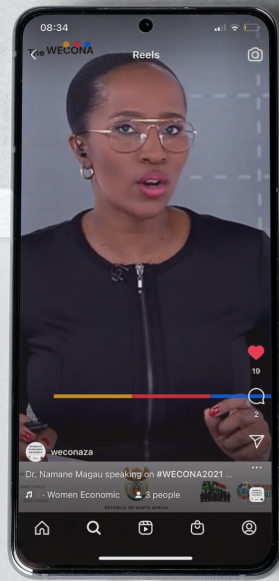
INSTAGRAM STATIC POST

Our Instagram Static Post is starts at R10 000.

Static posts establish the aesthetic of your Instagram page that'll appeal your niche and brand values to your audience. This service is inclusive of a graphic design package of up to 3 carousel designs as well as posting onto your feed at optimal times to achieve maximum engagement.

SOCIAL MEDIA RATES

INSTAGRAM



INSTAGRAM REELS POST

Our Instagram Reels Post starts at R15 000

Instagram Reels are short and engaging videos that can be created for up to 60s. Explore the new Reels tab-a space to encounter shareable moments as they happen-or find reels in someone's profile. Amplify your ideas with audio from the Instagram music library, original audio you record, and your unique sound by adding Voiceover to clips. Collect and share audio pages, too. This is instagram's biggest discovery feature to grow your following and brand awareness.

SOCIAL MEDIA RATES

INSTAGRAM



INSTAGRAM STORY POST

Our Instagram Story starts at R20 000

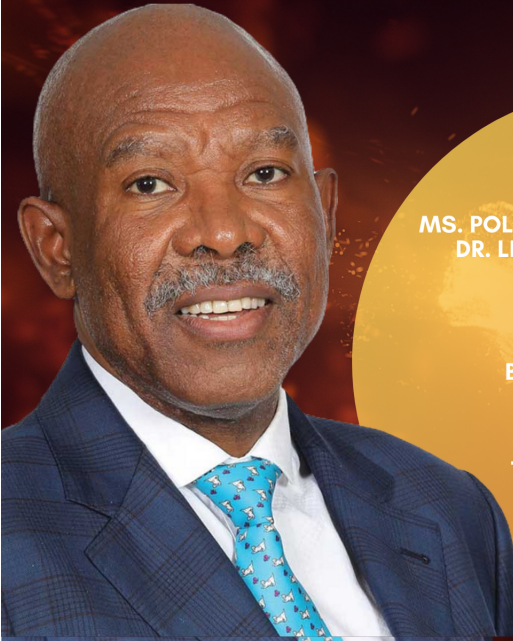
Story posts are 15-60 second video or photo content that appear in a portrait format aimed at sharing your everyday personal and business moments. Stories are a quick, easy way to share moments and experiences. Use text, music, stickers and GIFs to bring your story to life. Add the Questions sticker and other interactive features to your Stories to share and get feedback from your followers. This service includes creating story content in vertical format, graphic design package of up to 3 story design posts as well as posting at peak hours to optimize maximum engagement on your page.

YOU ARE INVITED: A ROUNDTABLE DIALOGUE

FIRESIDE CHAT WITH

GOVERNOR OF THE SOUTH AFRICAN RESERVE BANK

LESETJA KGANYAGO



FACILITATED BY:

MS. POLO LETEKA, ABSIP PRESIDENT
DR. LEILA FOURIE, CEO OF JSE

PANELISTS FROM:
ABSA
AFRICAN BANK
BBBEE COMMISSION
PIC
FINANCIAL
SECTOR
TRANSFORMATION
COUNCIL
STANDARD BANK

1 SEPTEMBER 2021, 09:30-11:30 SAST



HOSTED BY



RSVP HERE

GRAPHIC DESIGN

FOR FLYERS, POSTERS AND MORE

Whether you need to announce a sale, create a Twitter header, an Instagram Static or Story post we have the tools you need to increase your brand visibility.

For a price of R10 000/month you can request as up to 20 designs incl. design templates for your business' branding.

TECH INNOVATION & GENDER INCLUSION

#SHEREIGNSTECH AWARDS2021

CATEGORIES:

1. LET HER START 2021
2. LET HER GROW 2021

17 SEPTEMBER, 2021
10 - 3 P.M.
VIRTUAL EVENT

REGISTER ON
YLCIDEAL.CO.ZA



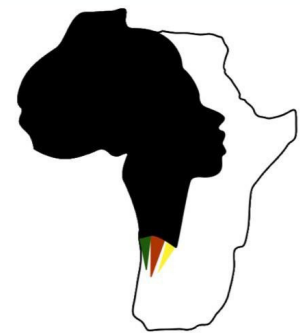
WOMAN MICS
AFRICA

LAUDE VISION
AFRICA



GENERATION EQUALITY
FORUM

UN Women



BLACK AFRICAN
& BEAUTIFUL

DESIGNED BY BAAB MEDIA GROUP (PTY) LTD

LOGO DESIGN

FOR FLYERS, POSTERS AND MORE

Our logo design package is charged at R5 000 which includes:

1. Base Logo Design: R5,000

- This includes the creation of the initial logo design.

2. Transparent Background (PNG): Included

- The cost covers the delivery of the logo in PNG format with a transparent background.

3. Revisions: Up to 3 revisions allowed

- The price includes the provision for up to three rounds of revisions to ensure client satisfaction.

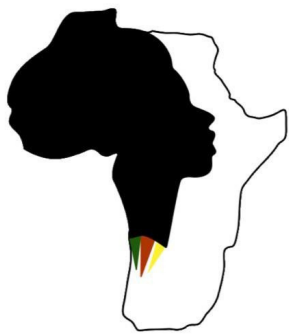
A close-up, high-angle photograph of two smartphone camera modules. The phones are dark-colored, and the camera lenses are prominent. The lighting is dramatic, highlighting the textures of the phone cases and the glass of the lenses. The background is dark and out of focus.

BAABMEDIA.COM

@BAABMEDIA

OUR PACKAGES

WELCOME TO THE DIGITAL ECONOMY



BLACK AFRICAN
& BEAUTIFUL



BRAND MANAGEMENT

AN ALL INCLUSIVE PLAN

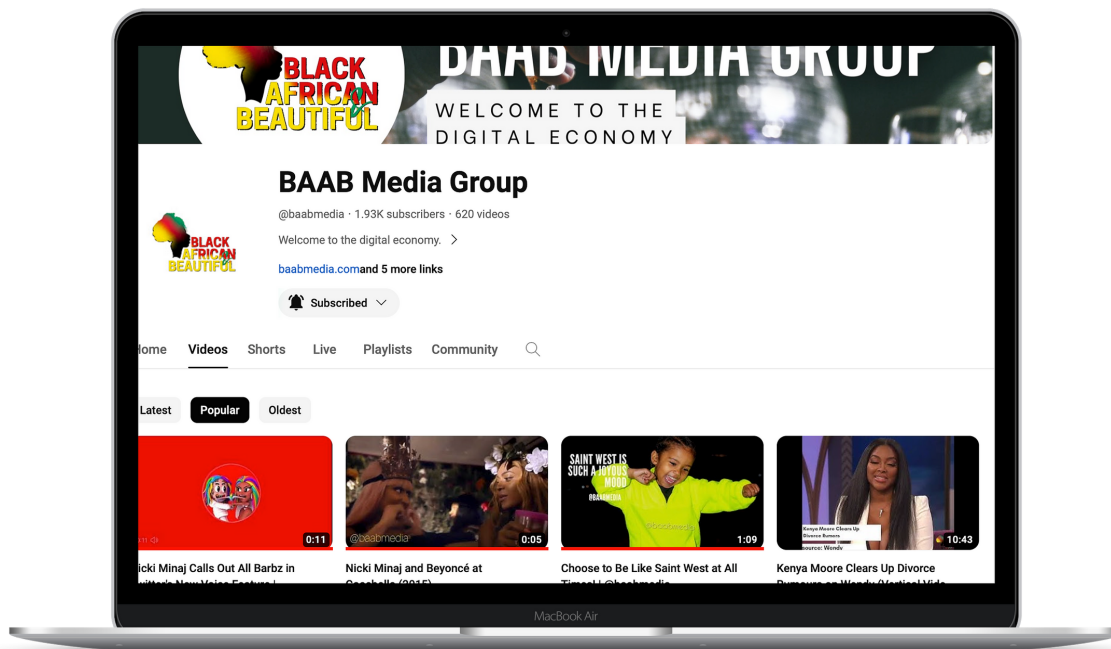
The success of our digital brand management is evident within our clientele network, particularly resonating with YouTubers, spirits brands, and corporations.

An administrative fee of R15,000/month is applicable for our comprehensive management services.

Our management package encompasses a valuable portfolio, incorporating digital brand identity and social media management across platforms such as YouTube, Instagram, Twitter, and Facebook. The combined value of these services is estimated at a R42,500/annum.

SOCIAL MEDIA RATES

YOUTUBE



THE YOUTUBE CREATORS PACKAGE

Our YouTube channel has achieved remarkable success with over 1.9K subscribers and an impressive 1M views. The consistent growth in views, likes, comments, and subscribers is a testament to the effectiveness of our digital brand management efforts.

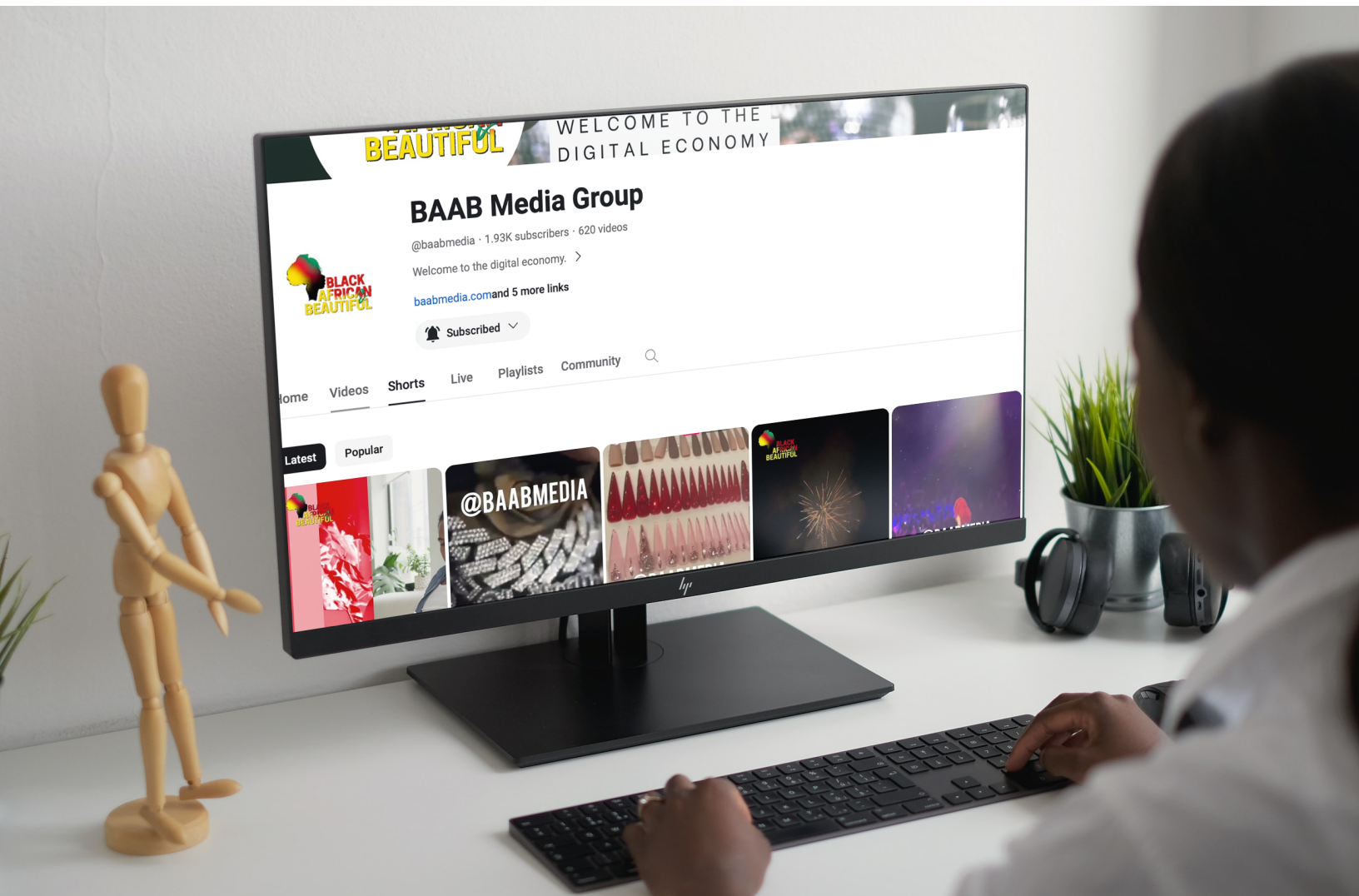
Package Value: **R75,000 per video**

Inclusions:

1. Content Creation: Engaging and tailored content development to resonate with the target audience.
2. Channel Management: Strategic oversight and management of the YouTube channel to enhance visibility and engagement.
3. Video Editing: Professional editing services for videos, with a maximum duration of 30 minutes per video.
4. Video Uploading:** Efficient and timely uploading of edited videos to the YouTube channel

SOCIAL MEDIA RATES

YOUTUBE



THE YOUTUBE CREATORS PACKAGE

Exclusions:

Live Streaming Services: Please note that live streaming services are not included in the base package and will be billed separately.

This package is designed to optimize your YouTube presence, ensuring a consistent and compelling brand narrative that resonates with your audience. The R75,000 per video investment reflects the value we bring in terms of content quality, strategic management, and sustained channel growth.

For further inquiries or customization of services, please feel free to contact our team.

SOCIAL MEDIA RATES

TIKTOK



THE TIKTOK CREATORS PACKAGE

TikTok is the leading destination for short-form mobile video. TikTok has become the most relevant social media for brands to endorse their products and services especially when targeting Gen Z.

1. TikTok Creators Package: R10,000 per TikTok

- This includes the entire TikTok creators package for one TikTok video.

2. Film Production Equipment:

- Camera
- Ringlight
- Mic (if needed)

- These are all included in the package to ensure high-quality video production.

SOCIAL MEDIA RATES

TIKTOK



THE TIKTOK CREATORS PACKAGE

3. Post-Production Editing and Post:

- The cost covers the editing and post-production processes to enhance the final TikTok video.

SOCIAL MEDIA RATES

INSTAGRAM



THE INSTAGRAM MARKETING PACKAGE

Experience the power of impactful content through our versatile Instagram services. Our offerings include Static Posts at **R10,000**, Reels that leave a lasting impression priced at **R15,000**, and immersive Story Posts at **R20,000**. Each package is designed to captivate your audience and boost your brand's presence. The breakdown of costs includes **R10,000** for Static Posts, **R15,000** for Reels, and **R20,000** for Story Posts.

SOCIAL MEDIA RATES

INSTAGRAM



THE INSTAGRAM MARKETING PACKAGE

With our services, you get more than just posts. We provide graphic creation that speaks volumes about your brand, expert content production and editing for a polished and professional look, and a tailored Instagram marketing plan to ensure your content reaches the right audience. Don't miss out on this fantastic opportunity to elevate your Instagram game. Engage your audience, enhance your brand, and witness your business soar to new heights.

SOCIAL MEDIA RATES

META

THE META FILTER PACKAGE

Our Meta Filter

Package is priced at

R80 000.

Cost breakdown:

R50 000 - design, creation
and tailor-made filter

R25 000 - maintenance and
adjustments

R5 000 - admin

From design concept to
final publication takes 14-30
days dependent on client
revisions.

This filter is available in
both Meta Facebook and
Instagram.

Our filter won the
Trendsetter award with
Meta (2022) for over 10K
Impressions



SOCIAL MEDIA RATES

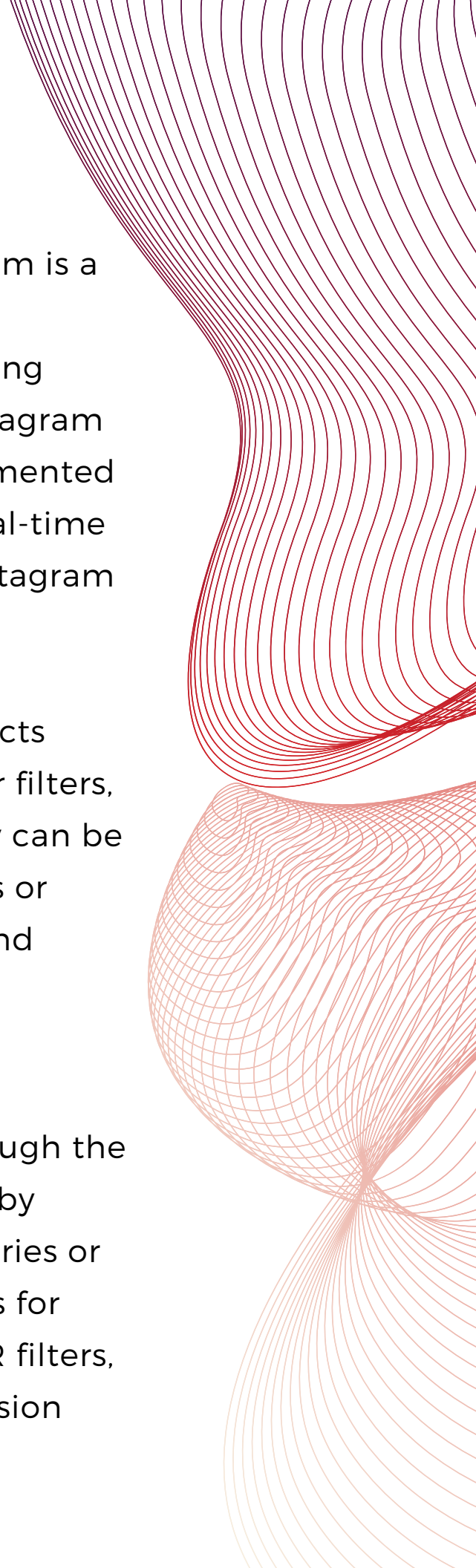
META

THE META FILTER PACKAGE

An augmented reality (AR) filter for Instagram is a digital overlay that alters or enhances the appearance of a user's face or the surrounding environment when viewed through the Instagram camera. These filters are created using augmented reality technology and can be applied in real-time to images or videos captured within the Instagram app.

AR filters on Instagram can add various effects such as masks, animations, 3D objects, color filters, makeup, virtual accessories, and more. They can be interactive, responding to facial movements or gestures, and often provide an immersive and engaging experience for users.

Users can access AR filters created by other Instagram users or brands by browsing through the available filters in the Instagram camera or by tapping on filters used by others in their stories or posts. Additionally, Instagram provides tools for creators to design and publish their own AR filters, allowing for a wide range of creative expression and customization.



REDRESSAL POLICY

This Digital Marketing Redressal Policy outlines the procedures and mechanisms for addressing concerns, complaints, or grievances related to digital marketing activities undertaken by [BAAB Media Group]. Our commitment is to provide an effective and transparent process for resolving issues raised by our clients, customers, or stakeholders regarding our digital marketing campaigns, advertisements, content, or any other related activities.

Purpose

The purpose of this policy is to:

1. Establish a structured framework for addressing and resolving complaints and concerns related to digital marketing.
2. Ensure transparency and accountability in our digital marketing practices.
3. Promote a positive and ethical digital marketing environment for our clients, customers, and stakeholders.

Scope

This policy applies to all digital marketing activities conducted by [BAAB Media Group], including but not limited to:

- Online advertising campaigns (e.g., Google Ads, Facebook Ads).
- Content marketing efforts (e.g., blog posts, social media content).

REDRESSAL POLICY

- Email marketing campaigns.
- Search engine optimization (SEO) practices.
- Social media marketing activities.

Principles

1. Fairness: We are committed to treating all parties involved in our digital marketing activities fairly and equitably.
2. Transparency: We will be transparent in our digital marketing practices and provide clear information regarding our advertisements, promotions, and content.
3. Privacy: We will respect the privacy of individuals and adhere to relevant data protection laws and regulations.
4. Ethical Practices: We will follow ethical and industry best practices in all our digital marketing efforts.

Complaint Resolution Process

Step 1: Reporting

Any individual or entity with a complaint or concern related to [BAAB Media Group]'s digital marketing activities may submit their complaint through one of the following channels:

REDRESSAL POLICY

[BAAB Media Group] will work diligently to address and resolve the complaint within 7-14 business days of acknowledging receipt. The resolution may involve taking corrective actions, providing explanations, or offering remedies as deemed appropriate.

Step 5: Communication

Once the complaint is resolved, [BAAB Media Group] will communicate the resolution to the complainant in writing or through the preferred communication channel specified in the complaint. If additional time is needed for resolution, regular updates will be provided to the complainant.

Step 6: Escalation

If the complainant is not satisfied with the resolution provided in Step 4, they may request an escalation. In such cases, the complaint will be reviewed by a higher-level authority within [BAAB Media Group], and additional actions will be taken to address the concern.

Record Keeping

[BAAB Media Group] will maintain records of all complaints, investigations, resolutions, and related documentation in a secure and confidential manner.

Review and Updates

REDRESSAL POLICY

This Digital Marketing Redressal Policy will be reviewed periodically to ensure its effectiveness and compliance with evolving laws and regulations. Updates or revisions to this policy may be made as necessary.

Conclusion

[BAAB Media Group] is committed to upholding the highest standards of ethics and transparency in its digital marketing practices. We encourage all stakeholders to communicate their concerns promptly, allowing us to address and resolve issues effectively and in a timely manner.

Date: 13 Sept. 2023

Authorized by: Zintle Ramano



For any further business inquires or bookings
visit baabmedia.com or 067 061 7903



BAAB Media Group
Welcome to the Digital Economy